

Broadcasting **Jul 9**

Incorporating Broadcasting / Cable

59th Year 1990

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Special report on syndication: the look of '91-'92

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GTE opens up 28-channel PPV world in Cerritos

TECHNOLOGY / 74

AM improvement: after the deadlines comes the wait



OTHER
GAME
SHOWS

CURRENTLY IN PRODUCTION

YES

NO

ACTUAL SHOWS AVAILABLE

YES

NO

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Vol. 119 No. 2

TELCO ENTRY

THIS WEEK

27 / CABLE BILLS, TELCO PROSPECTS PRIORITY ISSUES ON HILL

Cable legislation and the issue of telco entry top the Hill's agenda as lawmakers return from their July 4th recess. Broadcast and telephone lobbyists will be out in force lobbying members of the House Commerce Committee, which is likely to vote on a proposed telco amendment when it takes up cable legislation as early as July 17 or 18. In the Senate, a July 24 hearing is scheduled on legislation that would permit phone companies to deliver video services, and the parent Commerce Committee may vote on it soon after.

United States

Telephone Association President John Sodolski is bullish about his industry's prospects. He says there is support in the House for a telco-entry amendment. The National Association of Broadcasters, on the other hand, stands ready to fight telco entry. National Association of Broadcasters President Eddie Fritts says telcos have been riding an anti-cable wave and that their campaign has not advanced on the merits of the issue.

28 / 'LAST GREAT (DBS) OPPORTUNITY'

Stanley S. Hubbard's USSB high-power direct broadcast satellite venture became "all set" with startup equity last week, when Pittway Corp. and broadcast/cable veteran Burt Harris committed tens of millions of dollars to that



Drawn for BROADCASTING by John Kachik

The 'Repo Man' comes to radio: page 48

partnership—the "last great opportunity in broadcasting," in the eyes of Pittway President King Harris.

30 / HANDS ACROSS THE MEDIA

Cable advertising executives give high creative marks to WBZ-TV Boston for its proposal to sell local avails for cable to resell. The question remains, however: Can a formula be worked out that is beneficial to both sides?

31 / DIVIDED CBS LOYALTIES

Just two weeks after CBS announced its late night plans and made

strong appeals for loyalty among its affiliates, a poll of the top 20 markets reveals that the network will not have an easy time clearing its late night lineup next fall. Six stations will not carry the lineup at all.

32 / GI BUYOUT

General Instrument Corp. has agreed to a \$1.6 billion buyout by Forstmann Little & Co., a New York-based investment firm. GI spokesmen say that the deal will not affect new technologies now being developed by its VideoCipher and Jerrold divisions.

33 / HAPPY DAYS

Just-completed daytime upfront brought ABC, CBS and NBC \$950 million, a 13% increase over last year's \$840 million daytime upfront. According to network and agency sources, ABC pulled in \$360 million, CBS \$340 million and NBC \$250 million.

34 / TV SYNDICATION: MORE COMPETITION, FEWER SLOTS

The pieces of first-run syndication programs for the 1991-92 season are beginning to come together, including new entries in the late night race and more competition among talk and game shows.

35 / GOING FOR BEST OF TIMES

Faced with a tight market in 1990-91, first-run game show and reality program syndicators are trying to negotiate the best time periods for their shows from stations. Among the incentives being offered are more co-op promotional dollars and reduced cash license fees.

48 / RADIO REPOSSESSED

Many radio broadcasters who purchased stations at unrealistic cash flow multiples in the late 1980's are falling into performance default. As a result, many financial institutions—senior and subdebt lenders alike—are finding themselves in the role of "repo man."

52 / AM TO THE RESCUE

A Jackson, Miss., FM will simulcast co-located AM programming in an effort to become economically viable. The 10-year agreement is set up as a network affiliation.

54 / THE CERRITOS PROJECT

GTE has unveiled the country's most ambitious pay-per-view project, a 28-channel offering in its video/voice test bed in Cerritos, Calif.

57 / CTAM 1990

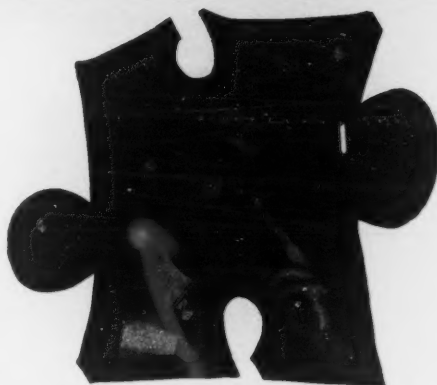
There is no understatement in the theme of this year's CTAM conference in San Diego—"The Rules Are Changing"—as cable faces new challenges in a new decade.

58 / WHAT ABOUT PTAR?

Even if the FCC grants Fox exemption from fin-syn or elimination of the rules, the prime time access rule could still cause Fox affiliates to lose. According to the affiliates, unless the FCC also grants them relief from PTAR, those in the top 50 markets that are subject to the rule could be forced to shelve millions of dollars in syndicated off-network programming and to scramble for replacement programming in what would be a sellers' market.



Lew Rywin, VP, Committee for Radio & TV, Poland: page 72



Pat Sajak is among possible players in 1991-92 syndication development: page 34

60 / WCA GETS WIRED

The Wireless Cable Association heads to Denver July 22 for its annual convention. Among topics of concern at the meeting is the need for strong program access provisions in cable legislation now before both the Senate and the House. The three-day convention, where some 750 to 1,000 attendees and about 60 exhibitors are expected at the Sheraton Denver Tech Center, will focus on the how to's of establishing and operating profitable systems.

62 / HEY BUDDY, SELL ME A NOTE

Seller paper—when the seller of a property provides a note or loan to the buyer—is playing a bigger role in completing station deals. And, with banks tightening up and mezzanine lenders vanishing, seller paper may move beyond radio deals into television and cable.

71 / MIXED STANDARD RECEPTION

Less than satisfied with the FCC's adoption of the subcarrier method as the automatic transmitter identification system (ATIS) standard, major video uplinkers, including NBC and ABC,

will take advantage of a waiver allowing the continued use of an alternate method.

72 / POLAND SEARCHES FOR A FIFTH ESTATE IDENTITY

Poland moves toward a reorganization of a broadcasting system that for more than 40 years has worked to serve the state. Commercialization of radio and television is in the works, as the parliament prepares to consider

legislation to establish the framework for broadcasting in a nonCommunist Poland. Meanwhile, the government's foray into cable television in a joint venture with an American company is expected to get under way next fall.

74 / AM IMPROVEMENT PROGRESSING SLOWLY

Following the FCC's June 30 deadline for implementation of the National Radio Systems Committee emission standard, as many as a third of all AM stations could be in violation of FCC rules. July 1 was the date for Western Hemisphere countries to begin broadcasting in the expanded AM band (1605 khz-1705 khz). But an FCC plan for allotment of U.S. stations in the expanded band appears to be several months away from being final.

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Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate, *Broadcasting-Television** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$350 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting & Cable Yearbook* \$115, *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

CABLE OPERATORS PONDER AD PROPOSAL FROM WBZ-TV

Group W station getting high marks for creativity with plan to have operators sell some local avails; question remains whether numbers can work for both

Boston area cable advertising executives are intrigued with an offer put forth by WBZ-TV Boston to sell to cable operators a small portion of the station's local avails in selected news programming ("Closed Circuit," July 2). Many major hurdles remain, but if an arrangement is struck, it could usher in a new era in cooperation between broadcaster and cable operator.

"It is the best possible way for a station and cable operator to basically work together toward a common goal," said John Spinola, vice president and general manager of WBZ-TV. The talks are in the early stages, and, he said, "there are more questions than there are ready answers." But, he added, "this is a program that we think can work."

The proposal is getting high marks on ingenuity from cable executives, with the big question being whether the numbers can be worked out to benefit both sides. "It's a very creative idea," said

Nancy Jackson, vice president, marketing and programming, New England region, Continental Cablevision.

Bob Williams, president of National Cable Advertising, a cable rep based in Boston that also runs the area's interconnect, said the proposal "is an intriguing idea." The issue, he said, is whether "the pricing will work for both parties."

Dan Viles, regional sales manager for Cable AdNet, said Spinola "should be applauded," because the proposal potentially "creates a bridge to all the cable players in New England, and may only be the opening round" for other broadcasting-cable ventures.

What WBZ-TV is proposing to the local cable operators is that they sell one 30-second avail in the *Today* show, *Eyewitness News* at noon, *Live on 4* at 5:30 and *Eyewitness News Evening*, at 6-7 p.m. In year two, another spot in *Today* and the evening news would be added. By year four, operators could be selling 10

spots in six different programs, with the addition of spots in the early morning news before *Today* and *Evening Magazine*, at 7:30-8.

The wholesale rate card—the per-subscriber fee operators would pay WBZ-TV monthly—would depend on the system's size. The rate card that was initially floated called for a payment of .005 cents per subscriber per month in systems of up to 7,500 subscribers in year one, rising to .007 by year five. For systems above 50,000, the figures were .0025 and .0035. Cable operators would set their own retail rates.

The proposal would only kick in if 60% of the area's cable systems signed on. Continental and Cablevision Systems are the area's largest operators, and both those companies (and probably a few more systems) would have to come aboard to reach the 60% level, Spinola estimated.

Spinola said the proposal stems from

CABLE NETWORKS POST SECOND-QUARTER GAINS

Second-quarter prime time ratings for the 15 cable networks reporting figures totaled 16.65, a 6.7% increase over last year's second quarter, during which the networks earned a combined 15.6 rating. Showing marked improvement was TNT, which had the NBA playoffs during the quarter, and rose to a 1.9 from a 1.3 last year.

Although ratings for the first quarter of ESPN's baseball package haven't been as high as the network expected, they

were still good enough to raise the network from a 1.3 in prime time last year at this time to a 1.8.

A&E also showed improvement in prime time.

WTBS(TV) Atlanta was down from a 2.8 in last year's second quarter to a 2.1 this year. A spokeswoman attributed the decrease to a decline in HUT's (homes using television), which dropped from 58.5 last year to 57.5 this year. MTV and Headline News both declined slightly.

Network	Prime Time				Full Day			
	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)
USA	2.3	(1,209,000)	2.2	(1,037,000)	1.1	(595,000)	1.1	(513,000)
WTBS	2.1	(1,136,000)	2.8	(1,377,000)	1.5	(794,000)	1.5	(751,000)
TNT	1.9	(865,000)	1.3	(355,000)	0.9	(434,000)	0.8	(224,000)
ESPN	1.8	(1,009,800)	1.3	(661,700)	0.8	(448,800)	0.7	(356,300)
CHN	1.1	(580,000)	1.0	(504,000)	0.6	(317,000)	0.6	(297,000)
A&E	1.05	(479,000)	0.8	(328,000)	0.4	(184,000)	0.3	(115,000)
Nashville	1.0	(502,000)	0.9	(446,000)	0.5	(251,000)	0.4	(204,000)
Discovery	0.9	(453,100)	0.7	(287,200)	0.5	(251,700)	0.4	(164,100)
Nick at Nite	0.9	(446,200)	0.8	(365,600)	0.6	(310,800)	0.5	(228,500)
Lifetime	0.9	(434,000)	0.9	(400,000)	0.5	(261,000)	0.6	(226,000)
Family Ch.	0.9	(424,000)	0.9	(401,000)	0.6	(318,000)	0.7	(302,000)
MTV	0.7	(359,000)	0.8	(368,520)	0.6	(309,000)	0.6	(276,390)
BET	0.6	(165,000)	0.5	(121,000)	0.5	(137,000)	0.5	(105,000)
HL News	0.3	(135,000)	0.4	(132,000)	0.3	(127,000)	0.3	(126,000)
VH-1	0.2	(75,000)	0.3	(96,000)	0.2	(75,000)	0.2	(64,600)
Nick	—	—	—	—	1.0	(518,000)	1.1	(502,700)

Discovery's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; BET's is noon-1 a.m.; Family Channel's is 9 a.m.-3 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m. A&E figures are the combined unit rating of its two programming blocks from 8 p.m. to 4 a.m.

RATINGS ROUNDUP

For the week ending July 1, NBC won the weekly ratings battle, its 10.4 rating/21 share signaling its 38th victory in 41 weeks. ABC was second with an 8.7/18, while CBS placed third with an 8.6/17. Fox turned in a 6/12 for the week. NBC won Tuesday, Wednesday, Thursday and Saturday

nights, and was tied for Monday night with CBS, which also won Sunday night. ABC won Friday night. The top five programs of the week were *Cheers* (NBC), *A Different World* (NBC), *Roseanne* (ABC), *Designing Women* (CBS) and an *FM Special* (NBC).

Week 40

June 25-July 1

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	16.8/32	N	Cheers
2	▲ 13.8/28	N	A Different World
3	▲ 13.7/25	C	Designing Women
3	▼ 13.7/26	A	Roseanne
5	13.5/26	N	FM Special
6	▼ 13.3/29	N	Empty Nest
7	▼ 13.2/28	N	Cosby
7	▼ 13.2/29	N	Golden Girls
7	▼ 13.2/30	C	60 Minutes
10	▲ 13.1/27	N	Unsolved Mysteries
11	▼ 12.6/24	F	Simpsons
12	12.2/24	N	Quantum Leap/Thurs.
13	▲ 12.0/22	C	Murphy Brown
14	▼ 11.9/22	A	Coach
14	▼ 11.9/22	F	Married...With Children
14	▲ 11.9/22	N	Sun. Movie: Perry Mason
17	▲ 11.8/24	A	Amer. Funniest Videos
18	▲ 11.7/27	A	Full House
19	11.6/22	N	Quantum Leap/Tues.
20	▲ 11.5/21	N	Heat of the Night
20	▲ 11.5/22	A	Wonder Years
22	▲ 11.3/21	C	Movie: Babycakes
22	11.3/25	A	Family Matters
24	▼ 11.2/21	C	Newhart
24	▼ 11.2/23	A	20/20
26	▲ 10.9/22	N	Matlock
26	▲ 10.9/22	A	Who's the Boss?
28	10.8/21	C	48 Hours Special
28	▼ 10.8/19	F	In Living Color

30	▼ 10.7/20	N	Movie: Chapel
30	10.7/20	N	Night Court
32	▼ 10.5/21	C	Murder, She Wrote
32	10.5/20	N	Quantum Leap/Mon.
34	▼ 10.4/20	A	Doogie Howser, M.D.
34	▲ 10.4/20	C	Jake and the Fatman
34	10.4/22	A	Just the 10 of Us
34	▼ 10.4/21	C	Rescue: 911
38	▼ 10.3/23	A	Perfect Strangers
38	▲ 10.3/20	N	Quantum Leap
40	▼ 10.2/21	A	Head of the Class
41	▼ 10.1/23	N	Hunter
42	▲ 10.0/19	A	Sun. Movie: Dead Zone
43	▼ 9.6/20	A	Growing Pains
44	9.5/20	N	Quantum Leap/Fri.
44	▲ 9.5/18	N	Singer & Sons
46	9.2/18	A	Primetime Live
47	▼ 9.1/19	C	Major Dad
47	▼ 9.1/18	C	Sydney
49	▼ 8.8/16	C	Sunday Movie: Desperate
50	▼ 8.7/17	A	Equal Justice
51	▼ 8.2/16	C	Dave Thomas Show
52	▼ 7.9/16	C	48 Hours
53	▼ 7.8/16	A	Macgyver
54	▲ 7.7/17	A	Mystery Movie: Kojak
55	▲ 7.6/18	N	Amen
55	▼ 7.6/14	A	Brewster Place
57	▲ 7.5/14	A	Young Riders

58	▼ 7.3/15	C	Movie: Return/McCloud
59	7.0/13	A	All-Star Sports Awards
59	7.0/13	A	Mr. Belvedere
59	7.0/14	C	Wolf Special
62	▲ 6.7/14	F	Amer. Most Wanted
62	▲ 6.7/14	N	Hardball
62	▲ 6.7/17	A	Super Jeopardy!
65	6.6/14	A	Charlie
66	▼ 6.5/15	N	Baywatch
66	▲ 6.5/15	A	Monopoly
68	▼ 6.4/16	N	227
69	▲ 6.1/15	C	Paradise
70	▲ 6.0/11	F	Booker
71	▲ 5.9/13	C	Snoops
71	▼ 5.9/11	A	thirtysomething
73	5.6/14	F	Cops
73	▼ 5.6/12	N	Disney: D. Crockett
75	5.5/11	C	Wiseguy
76	5.4/11	C	America: C. Brown
77	▼ 5.2/12	F	Totally Hidden Video
78	▼ 4.9/11	A	Life Goes On
78	▲ 4.9/10	C	Normal Life
78	▲ 4.9/11	C	Tour of Duty
81	4.6/10	F	Married/Children Spec.
82	▼ 4.5/10	C	Beauty & The Beast
83	▼ 4.4/9	F	21 Jump Street
84	▼ 4.0/7	F	Alien Nation
85	▼ 3.3/7	F	Outsiders
86	2.6/6	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended June 24

Rank	Program (Syndicator)	Rtg	Stns	Covg	8	Wheel of Fortune, wknd. (King World)	7.3	211	93
1	Wheel of Fortune, syn. (King World)	11.5	233	98	9	Cosby Show (Viacom)	7.2	202	98
2	Jeopardy! (King World)	10.7	218	97	10	Donahue (Multimedia)	5.6	224	98
3	Star Trek: Next Generation (Paramount)	8.5	234	98	11	Star Search (TPE)	5.2	172	97
4	Current Affair (20th Century Fox TV)	7.5	194	97	12	Dick Tracy Spec. (Buena Vista)	5.1	174	95
4	Entertainment Tonight (Paramount)	7.5	179	96	13	Geraldo (Tribune)	5.0	187	98
4	Oprah Winfrey Prime Spec. (King World)	7.5	215	99	14	People's Court (Warner Bros. Dom. TV)	4.9	175	91
4	Oprah Winfrey (King World)	7.5	217	99	15	Mama's Family, syn. (Warner Bros.)	4.6	178	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales (\$250,000 and above)

WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey □ Sold by Drexell Hill Associates to Legend Communications for \$12 million plus tax certificate. WMTR was acquired Nov. 1971. WDHA-FM went on air Feb. 22, 1961. **Seller** is headed by Peter Arnow and has interest in WKIZ(AM)-WEOW(FM) Key West, Fla. **Buyer** is headed by W. Lawrence Patrick and has interest in WSOM(AM)-WQKY(FM) Salem, Ohio, KMNS(AM)-KSEZ(FM) Sioux City, Iowa, and WYCL(FM) Boyertown, Pa. WMTR has adult contemporary format on 1250 with 5 kw day and 1 kw night (CP granted for 5 kw night). WDHA-FM has AOR format on 105.5 mhz with 1 kw with antenna 564 feet above terrain. **Broker:** Ronald L. Hickman of Hickman Associates.

WECK(AM) Cheektowaga and WJYE(FM) Buffalo, both New York □ Sold by Williams Broadcasting Corp. to EBE Communications Ltd. for \$12 million. Sale is

PROPOSED STATION TRADES

Station deals last week: 19

Dollar value: \$49,653,950

1990 station deals: 470

1990 value: \$1,268,303,990

transfer of assets from corporation to limited partner. WECK was acquired in July 1988 for \$800,000 and WJYE was acquired in May 1989 for \$6 million. **Seller** is headed by Robert L. Williams and Richard H. McGraw and has interest in WSOL(AM) Tampa and WSTU(AM)-WKRY(FM) Steubenville, Ohio. **Buyer** is headed by Ralph C. Guild, and owns WCSE(AM)-WXTG(FM) Charleston, S.C.; KFRE(AM)-KNAX(FM) Fresno, Calif., and WMQX-AM-FM Winston-Salem, N.C. Guild is 20% stockholder of

Williams Broadcasting Corp., and has interest in KAZN(AM) Pasadena, Calif. WECK(AM) is fulltimer with MOR format on 1230 khz with 1 kw. WJYE(FM) has adult contemporary format on 96.1 mhz with 50 kw and antenna 480 feet above average terrain.

WKGR(FM) Fort Pierce, Fla. □ Sold by Gulfstream Broadcasting Company Inc. to The Tremont Group Ltd. for \$11.6 million. Total is due, in cash, at closing and includes \$1.5 million non-compete covenant. Station was acquired in Jan. 1981. **Seller** is subsidiary of 99 Broadcasting Co., headed by Henry D. Vara Jr., Cara Ebert Cameron and Francis J. Di Mento. 99 Broadcasting also owns WJTC(TV) Pensacola and WRCC(FM) Cape Coral, both Florida. **Buyer** is headed by Joseph C. Amato, Winifred J. Amato, Lawrence Amato, Douglas Amato, Lorna Amato, Elizabeth Eisenstein and Winifred L. Amato and owns 20% of WJTC(TV) Pensacola Fla. Joseph C. Amato, as court appointed receiver, is licensee of KHGI-TV Kearney, Neb., and its satellites, KSNB-TV Superior and KWNB(TV) Hayes Center, both Nebraska. WKGR(FM) has rock format on 98.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

WTXL(TV) Tallahassee, Fla. □ Sold by Tallahassee 27 Ltd. to Southern Broadcast Corp. of Tallahassee for \$6.8 million. Price includes \$5.72 million cash at closing and \$1.08 million promissory note payable in five years at 10%. Station was acquired in April 1984 for \$3.8 million. **Seller** is headed by Michael Kassner and Joseph Tydings and has interest in KTRS(FM) Casper, Wyo., and KIIH(AM)-KTCL(FM) Fort Collins, Colo. **Buyer** is subsidiary of Calkins Newspaper Inc. and is headed by Douglas Barker, Carolyn C. Smith, Shirley C. Ellis, Sandra C. Hardy. Calkins has interest in WWSB-TV Sarasota, Fla. Barker is director of Trivest Financial Services Corp., which owns 56% of American Communications and Television Inc. which owns WTGS-TV Hardeville, S.C., and KOOG-TV Ogden, Utah. WTXL(TV) is ABC affiliate on ch. 27 with 1,184 kw vis., 118 kw aur., and antenna 1,041 feet above average terrain.

WAQX-FM Manilus, N.Y. (Syracuse) □ Sold by Atlantic Ventures of New York to Pilot Communications of Syracuse for \$4 million. Price includes \$3 million cash at closing and \$1 million seller-held promissory note. Station was acquired in Oct. 1988. **Seller** is headed by Stephen Dodge

MID-ATLANTIC BROADCASTING COMPANY

\$9,250,000

Refinancing of Senior Credit Facility

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TECHNOLOGY

WAITING FOR FULL AM IMPROVEMENT

Milestone dates for technical quality improvement—implementation of NRSC emission standard and band's expansion—have passed, but those involved in efforts to improve AM will have to wait for full benefits

Two important dates on the calendars of those who have been involved in efforts to improve AM technical quality have just passed. But broadcasters and listeners will have to wait for the full benefits that were originally expected to follow.

■ June 30 was the FCC's deadline for implementation of the National Radio Systems Committee (NRSC) emission standard by all AM stations. NRSC's widespread adoption should significantly reduce adjacent-channel interference on AM. But NRSC's effect is not yet noticeable in many areas. It is believed that 33% or more of the nearly 5,000 AM stations currently on the air have not adopted the standard and are in violation of FCC rules.

■ July 1 was the date that the International Telecommunications Union (ITU) had set for expansion of the AM band from 1605 kHz to 1705 kHz in the Western Hemisphere. July 1 had also once been the FCC's target for the beginning of commercial broadcasting in that band

by U.S. stations. It now appears that it will take several months before those new channels can be assigned.

The NRSC is an industry group co-sponsored by the National Association of Broadcasters and the Electronic Industries Association that was formed in the mid-1980's to develop technical standards for radio broadcasters and receiver manufacturers. To improve the quality of AM broadcasting, the NRSC developed two voluntary standards, one designed to limit the audio input into AM transmitters to 10 kHz (NRSC-1) and one to limit transmitter emissions to 10 kHz (NRSC-2).

Both standards were designed to sharply reduce AM adjacent-channel interference and to encourage receiver manufacturers to build AM radios with higher fidelity. The audio response of most AM radios built today is under 4 kHz. So far two radio manufacturers, Philips Consumer Electronics and Denon America Inc., have introduced wider-band radios to take advantage of

the NRSC interference reduction.

Last year, at the urging of the NAB and many individual broadcasters, the FCC mandated NRSC-2 implementation for all AM stations by June 30, 1990 (BROADCASTING, April 17, 1989). But because implementation of NRSC-1 is inexpensive (audio processors with NRSC filters are sold for about \$500) and because transmitters in properly working order emit signals within 10 kHz if fed 10-kHz input, the commission said that those stations that had adopted NRSC-1 by June 30 would be given extra time (until June 30, 1994) to install NRSC-2.

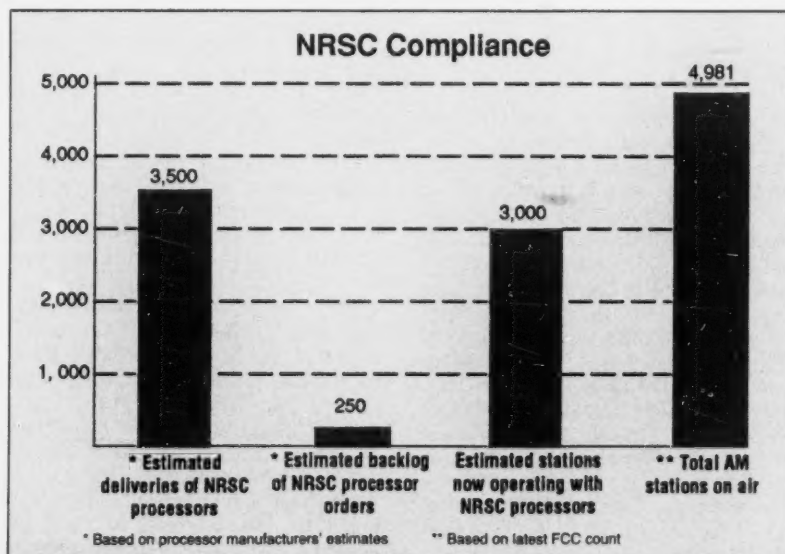
No one had exact figures last week on how many stations made the deadline. "I get conflicting information. I'm really puzzled," said Richard Smith, chief of the FCC's Field Operations Bureau (FOB), who said that he has heard reports of both high and low compliance with the rule. "It's going to be very interesting to us when we get out there to find out what the compliance level is. Frankly, I just don't know."

"It doesn't seem like a large amount [of noncompliance]," said Stan Salek, NAB's staff engineer specializing in radio technology. "The flood of calls from nervous people is not as high as I've been expecting."

Manufacturers of NRSC-1 processors say that noncompliance is high. There was a surge of orders just before the deadline, they say, but not what was expected.

"We've shipped about half of what we've shipped so far in the last month. Between 500 and 600 units have gone out in the past 30 days," Jim Wood, president, Inovonics Inc., Santa Cruz, Calif., said last week. But at the same time, Wood estimated that at least a third of all AM stations (approximately 1,660 stations) have so far done nothing to install NRSC-1 or NRSC-2.

Bill Ammons, head of marketing for Circuit Research Labs (CRL), Tempe, Ariz. (currently the company with the



most NRSC-1 processor deliveries, 1750), agreed with Wood's estimate. While telemarketing their products, CRL has spoken to several stations that have no plans to install NRSC. "There are several reasons given time after time," Ammons said. "Number one is that they don't have the money. The second reason is that they think the FCC is going to extend this or not enforce it. You get maybe 1% of the guys who say they don't like it and they don't like being forced to do it."

Another possible reason for NRSC's implementation rate is "the lack of dedicated engineers; there's no one staying on top of these things," said Jesse Maxenchs, regional manager, Western Hemisphere, Orban Associates, San Francisco. Many stations do not employ full-time engineers, relying instead on contract engineers to oversee their facilities. Both Ammons and Maxenchs said that they have been receiving many NRSC-related inquiries from station owners and general managers rather than engineers.

A similar problem occurred earlier this year, Maxenchs said, when many radio stations were unable to meet an FCC deadline requiring new technical standards for microwave studio-to-transmitter links. The commission eventually decided to extend that deadline (BROADCASTING, Feb. 26).

AM broadcasters should not expect the same outcome for NRSC. "In this particular case, the commission went to some considerable length to put the industry on notice," FOB's Smith said. On May 11, the commission released a statement announcing that it had no intention to extend the June 30 deadline. "We believe that compliance with the NRSC standards is very important to alleviating adjacent-channel interference and to improving the quality of the AM broadcast service. Any delay in conforming AM stations to the NRSC standards would not serve the public interest," the statement said.

In the same statement, the FCC also warned broadcasters that "the Field Operations Bureau has an ongoing broadcast inspection program and that the commission's forfeiture authority has been raised from \$2,000 to \$25,000 per willful or repeated violation."

"Ordinarily when a new rule goes into effect, after adequate public notice and education so that everyone is aware of it, we always follow up with a compliance effort," Smith said. "The compliance effort is going in to see if some number of stations, as a sample, have installed the proper equipment or to see

"In this case [NRSC compliance], the commission went to considerable length to put the industry on notice."

—Richard Smith, FCC

if their emissions are in compliance with the new standards." The compliance effort for NRSC will last for a few weeks, Smith said.

Later on, FCC enforcement will be based on complaints of out-of-band violations received from third parties. It is hoped that in NRSC's case, those stations that are in compliance but continue to have their coverages degraded by noncomplying stations will have an incentive to report violations.

□

The AM band expansion had been an issue for several years by the time a plan to extend the band by 100 khz to 1705 khz in ITU Region 2 (Western Hemisphere) was approved during a conference two years ago in Rio de Janeiro (BROADCASTING, June 13, 1988). Under the plan, expanded-band stations are to be limited to 10 kw, except along international border lines where the limit will be 1 kw. Details on how to allot frequencies were left to the regulatory agencies in each country.

In the U.S., it is expected that between 250 and 300 stations may be assigned to the new frequencies. Several allotment plans have been discussed over the years, with many broadcasters backing an NAB-proposed plan to homestead current daytime-only stations in the expanded band with nighttime authority. After a period of several years of simulcasting, those stations would then give up their licenses on the conventional band and relieve some of the overall crowding of AM stations.

The commission proposed a variation of the NAB plan in a sweeping AM improvement package unveiled last spring (BROADCASTING, April 16). Rather than homesteading daytimers, the FCC plans to study each region of the U.S. to determine which AM stations are the source of the most co-channel and adjacent-channel interference to their neighbors. Those stations will be given preference for assignments above 1605 khz.

As of last week, however, the text of the FCC's AM improvement plan had not yet been released and no comment

dates had been set. "They've been beating around the bush on this for two months," NAB's Salek complained.

Mass Media Bureau Chief Roy Stewart said that the text has taken longer to release because it deals with a large new set of new AM rules which the FCC would like to implement at the same time. Along with the expanded band provisions, the AM improvement plan is expected to also propose stricter interference protection standards, new standard techniques for measuring AM propagation, a prohibition of AM-FM simulcasting and several other items.

The document has been written and is now in the printing process, which means that it may be released within the next few weeks. After it is released, interested parties will be given time to comment on the proposal, and after several months the FCC is expected to approve it or some variation of it.

Meanwhile, the FCC staff said last week that it was not aware of any other Western Hemisphere countries that have already begun assigning channels between 1605 khz and 1705 khz. According to Larry Olson, chief of the international branch within the Mass Media Bureau, Canada is among the countries most anxious to begin expanded band broadcasting. However, to Olson's knowledge, it had not yet begun assigning stations there. Negotiations between the U.S. and Canada and Mexico on how to manage allotments along border areas have also not yet been concluded.

—RMS

WINNERS ARE...

The Academy of Television Arts and Sciences announced that it will present 1990 Emmy awards for "Outstanding Achievement in Engineering Development" to two organizations this year. Comark Communications and its parent company, British-owned Varian/Eimac, will be honored for the development of klystron tubes for UHF transmitters that consume up to 50% less electrical power than conventional klystron tubes. Also receiving an Emmy will be Zaxcom Video Inc., Garfield, N.J., for its TBC Control System, which provides control of time-base correctors and composite digital videotape recorders from multiple locations during the editing process. The awards will be presented during the 42nd annual prime time Emmy awards on Sept. 15 in Pasadena.

er is headed by Michael Levine, who also owns KCHX-FM Midland, TX, and KWWL-FM Wichita, KS. Buyer is headed by Stephen J. Taylor, who also owns WTLZ(FM) Saginaw, MI. Action June 19.

■ **WIMO(AM) Winder, GA** (BTC900417EC; 1300 khz; 1 kw-D, 59 w-N)—Granted app. of assignment of license from Winder-Monroe Broadcasting Co. to Sherrie J. Miller for \$400,000. Seller is headed by Sidney K. Griffin and has no other broadcast interests. Buyer has no other broadcast interests. Action June 18.

■ **WEBQ-AM-FM Harrisburg, IL** (AM: BAL900329HK; 1240 khz; 1 kw-U; FM: BALH900329HL; 102.3 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Visher-Choate II to Turner Communications Inc. for \$330,000. Seller is headed by Sargent Visher, Belle Choate and Lynn Turner. Buyer is headed by O.L. Turner and has no other broadcast interests. Action June 13.

■ **WZON(AM) Bangor, ME** (BAL900418EB; 620 khz; 5 kw-U)—Granted app. of assignment of license from Bangor Public Communications Inc. to John E. Tozer for \$185,750. Seller is headed by Christopher

Spruce and has no other broadcast interests. Buyer has no other broadcast interests. Action June 18.

■ **WKYO(AM)-WIDL(FM) Caro, MI** (AM: BAL900406HS; 1360 khz; 1 kw-U; FM: BALH900406HT; 104.9 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment of license from Prime Time Radio Inc. to Jackson Communications Ltd. for \$425,000 ("Changing Hands," May 14). Seller is headed by Robert F. and Lorraine Benkelman, husband and wife. Buyer is headed by William G. Jackson and his uncle James G. Jackson. William G. Jackson owns less than 1% of Meredith Corp., licensee of WNEM-TV Bay City, MI; WTVH-TV Syracuse, NY; KPHO-TV Phoenix; KCTV(TV) Kansas City, MO; WPGH-TV Pittsburgh; KSEE(TV) Fresno, CA; WOFL-TV Orlando, FL, and KVVU-TV Henderson-Las Vegas, NV. Action June 13.

■ **WKQZ-FM Midland, MI** (BALH900409GM; 93.3 mhz; 39.2 kw; ant. 554 ft.)—Granted app. of assignment of license from Josi Broadcasting Corp. to Windward Communications Inc. for \$2,011 million. Seller is headed by Thomas J. Beauvais and Gregory R. Theokas. Buyer is headed by R. Charles McLavy, George H. Arbaugh Jr. and G. Woodward Stover II.

McLavy is 70% owner of Benko Broadcasting Co., permittee of WLAJ-TV Lansing, MI. Action June 15.

■ **KATE(AM)-KCPi-FM Albert Lea, MN** (AM: BAL891221EA; 1450 khz; 1 kw-D, 250 w-N; FM: BALH891221EB; 95.3 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Communications Properties Inc. to Broadcast Properties Inc. for \$3 million. Seller is headed by Philip T. Kelly and has interest in KLXV(AM)-WDBQ(FM) Albuquerque, NM. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison and has no other broadcast interests. Action June 11.

■ **KHAT-AM-FM Lincoln, NE** (AM: BAL900611ED; 1530 khz; 5 kw-D; FM: BALH900611EE; 106.3 mhz; 2.9 kw; ant. 145 ft.)—Dismissed app. of assignment of license from Marathon Communications Inc. to Atmor Properties Inc. for no financial considerations. Seller is headed by Patrick Shaughnessy and has interest in KBUL(FM) Carson City, NV. Buyer is subsidiary of AT&T Credit Corp., is headed by T.C. Wajner, R.B. Lasken, C.S. Whittaker, and J.H. Krollfeifer, and has no other broadcast interests. Action June 20.

■ **KNCY-AM-FM Nebraska City, NE** (AM: BAL900425EB; 1600 khz; 500 w-D, 31 w-N; FM: BALH900425EC; 97.7 mhz; 26 kw; ant. 300 ft.)—Granted app. of assignment of license from Great Lakes Broadcasting Co. to Sunrise Broadcasting Corp. for \$675,000. Seller is headed by Carl Adams and has interest in WHAP Inc., licensee of KHAI(AM) Hopeville, VA; WXVQ Inc., licensee of WXVQ(AM) DeLand, FL; Pecos Valley Broadcasting Co., licensee of KSV(AM)-KTZA(FM) Artesia, MS, and Amendment One Inc., licensee of WZTN(AM) Montgomery, AL. Buyer is headed by Joerg G. Klebe and is licensee of KBWH-FM Blair, NE. CVC Capital Corp., parent of Sunrise Broadcasting Corp., holds 20% stock interest in Advance Broadcasting Corp., licensee of WGNV-AM-FM Newburgh, NY, and has interest in WCKX Enterprises, licensee of WCKX-FM London, OH. Action June 19.

■ **KPQC(TV) Omaha, NE** (BAPCT900223KF; ch. 15; 5,000 kw-V; 500 kw-A; ant. 544 ft.)—Granted app. of assignment of license from Mid-America Broadcasting Inc. to Pappas Telecasting of the Midlands for \$350,000. Seller is headed by Larry D. Hudson. Buyer is headed by Harry J. Pappas and is licensee of KPTM(TV) Omaha, NE. Action June 21.

■ **KRNO-AM-FM Reno, NV** (AM: BAL900402EB; 1230 khz; 1 kw-U; FM: BALH900402EC; 106.9 mhz; 37 kw; ant. 2,956 ft.)—Granted app. of assignment of license from Comstock Communications Inc. to A&A Broadcasting Corp. for \$224,103. Seller is headed by David A. Roth and Robert N. Odenez (see WIR-A[AM]-WOVV[F] Ft. Pierce, FL). Buyer is headed by Lorraine Walker, Judith Moore and Kevin Murch, and has no other broadcast interests. Action June 20.

■ **WIAM(AM) Williamston, NC** (BTC900328EA; 900 khz; 1 kw-D, 258 w-N)—Granted app. of assignment of license from Lifeline Ministries Inc. to Johnny C. Bryant for \$70,500. Seller is headed by Raymond Hoggard, who is selling his 51% in station. Buyer is president and 49% stockholder in Lifeline Ministries Inc. Action June 18.

■ **WMJI-FM Cleveland, OH** (BALH900416GU; 105.7 mhz; 27 kw; ant. 900 ft.)—Granted app. of assignment of license from Jacor Communications Inc. to LBI of Cleveland Inc. for \$31.25 million ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs (see WQIK-AM-FM Jacksonville, FL). Buyer is headed by Robert F.X. Sillerman, Carl E. Hirsch, Harold Dean Thacker, Howard J. Tytel, Gary Chetkof and Richard Anderson. Sillerman owns 5.3% of class B stock in Group W Radio Acquisition Corp., licensee of WMMR-FM Philadelphia, PA; KFWB(AM)-KTWV-FM Los Angeles and KFBK(AM)-KAER(FM) Sacramento, both California; WINS(AM)-WNEW(FM) New York; KILT-AM-FM Houston; WLLZ-FM Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; KDKA(AM) Pittsburgh and KYW(AM) Philadelphia, both Pennsylvania; KQZY-FM Dallas; KMEQ-AM-FM Phoenix; WMAQ(AM) Chicago, IL, and WBZ(AM) Boston, MA. Sillerman owns 100% of Northampton Corp., licensee of WHMP-AM-FM Northampton, MA, and

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. § Instructional TV fixed service. ¶ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.